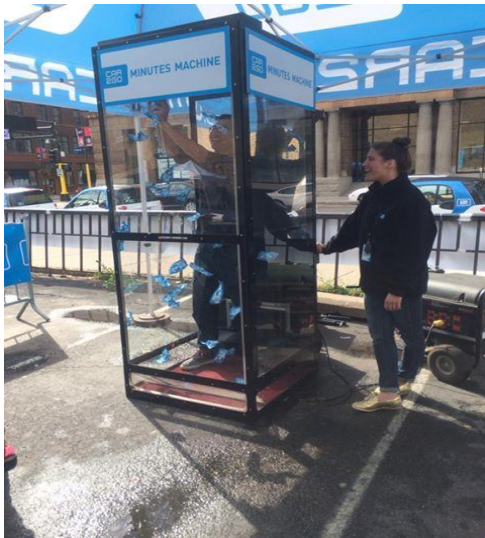


# City of Minneapolis Quarterly Update



# Service Highlights





# After 4 Months, Minneapolis Residents Already Love car2go!

Facebook – 1,451 likes, Twitter – 750 followers

“used my card 3 times already. LOVING IT!”

“Terrific service--so easy to use and convenient, especially for anyone living downtown.”

...but this is definitely a nice option for the car free folks, or getting to/from a free area of MPLS, to a paid parking zone”

“Just drove first trip w [@car2goMPLS](#) last night. Fantastic! This 1 car family is very glad to have it!”

“Used [@car2goMPLS](#) for the first time yesterday, was very impressed. May keep us from needing to buy a second car.”

“Great seeing [@car2goMPLS](#) today in Linden Hills, Fulton & Whittier today!”



CAR  
2GO

# car2go Has Become Part of Minneapolis Community

- **Community Outreach**

- Commuter Connection
- North Loop Neighborhood Organization
- Minneapolis Chamber of Commerce



- **Local Business Partnerships**

- Peace Coffee
- Mrs. Kelly's Tea
- Nice Ride
- The Local
- Downtown Resource Group/Greco Properties
- First Ave
- KTWN



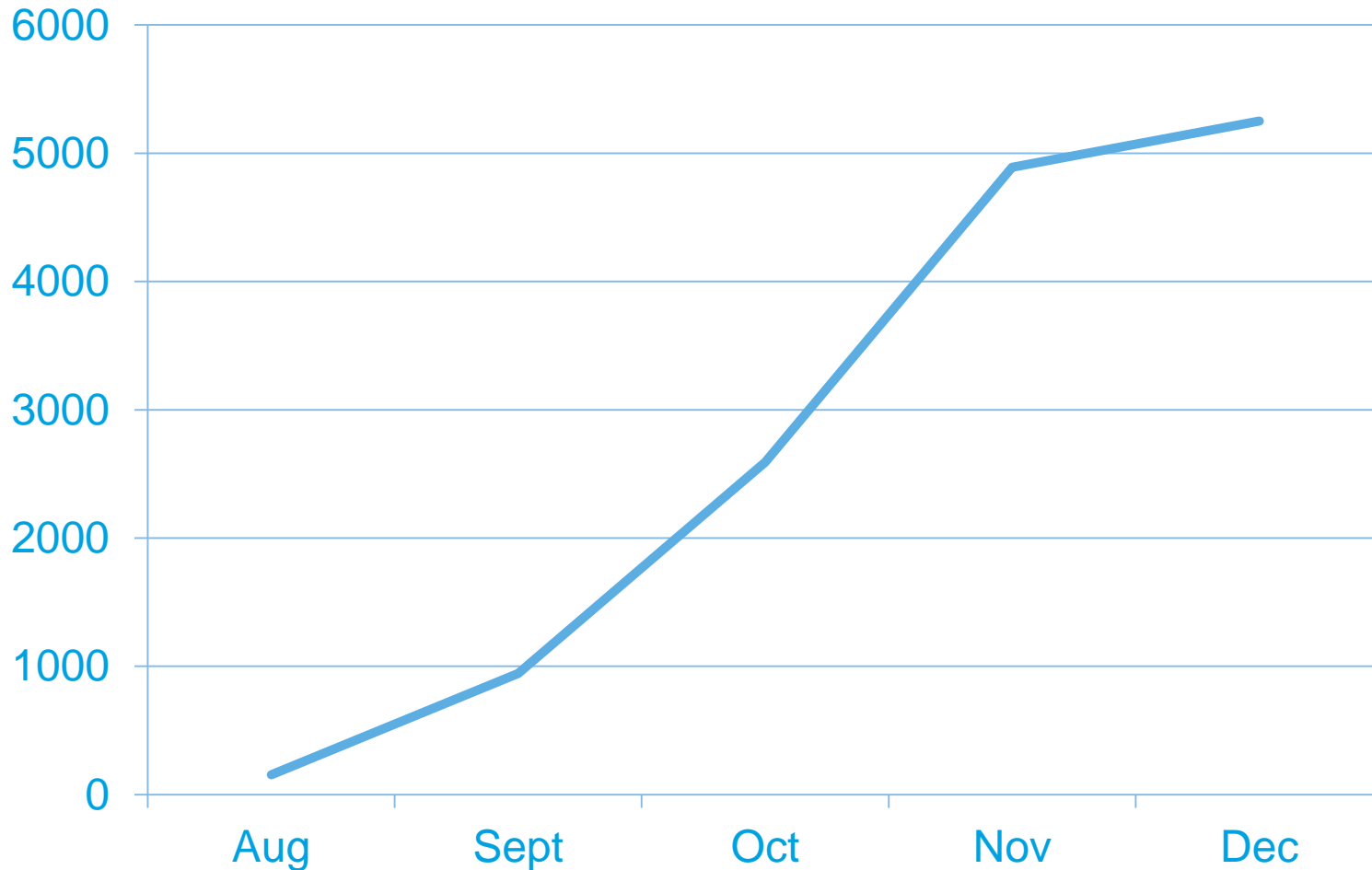
- **Giving Back**

- Toys For Tots



# Member Growth

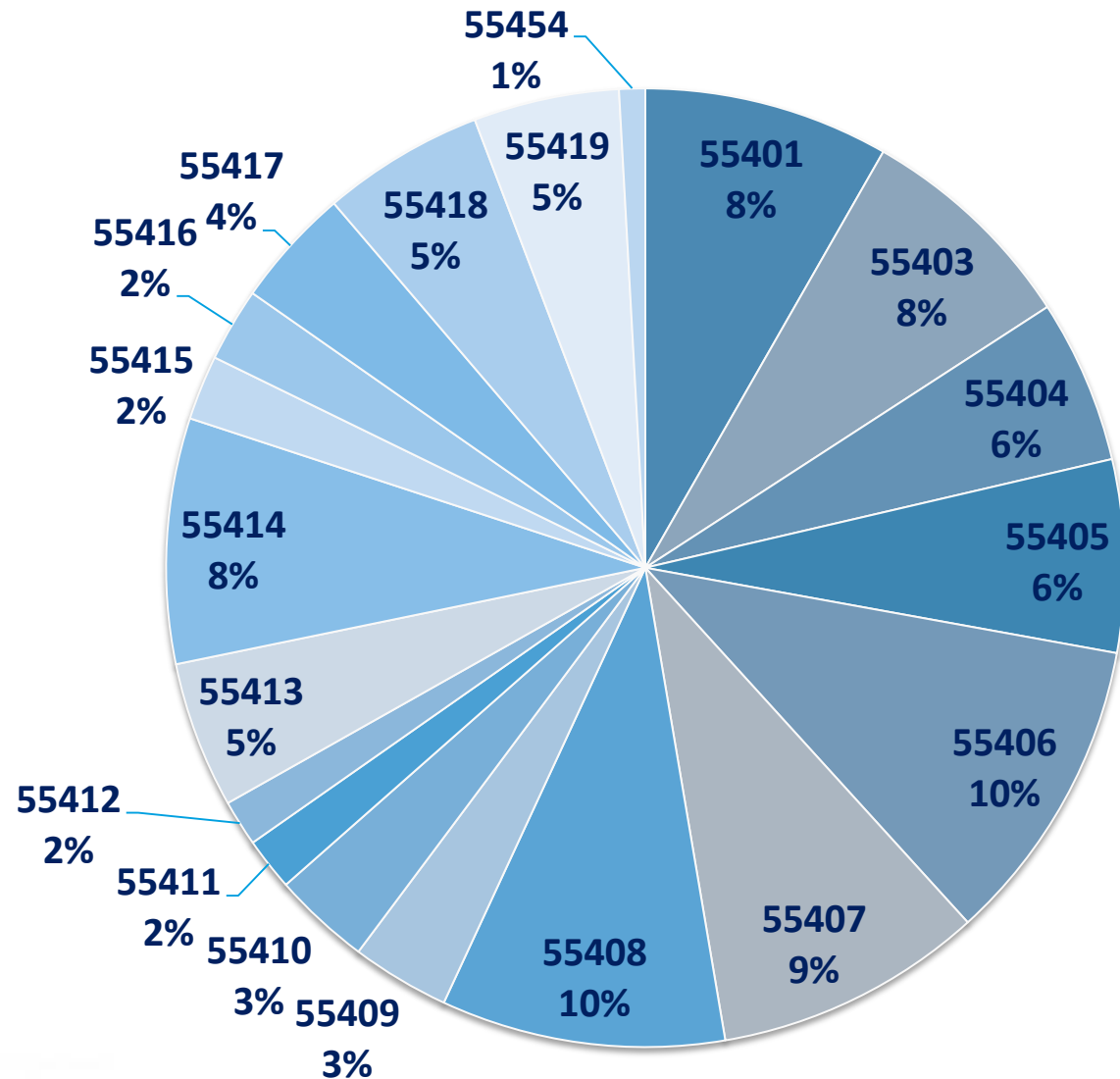
- We have been averaging 60% growth month-over-month since registration opened in August.



# Member Distribution by Zip Code

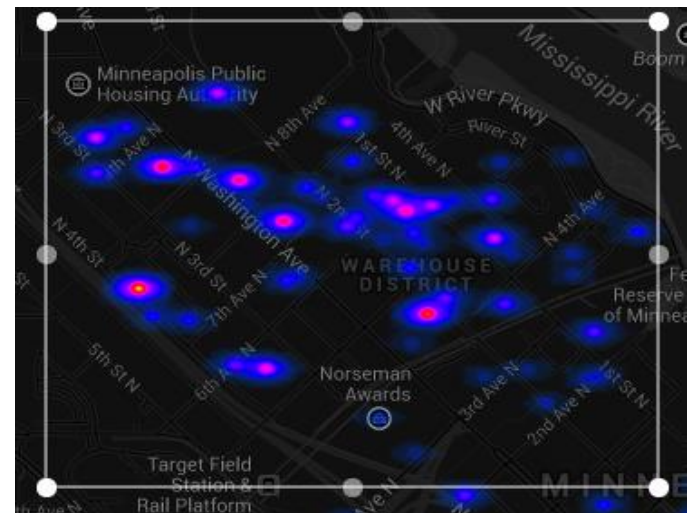
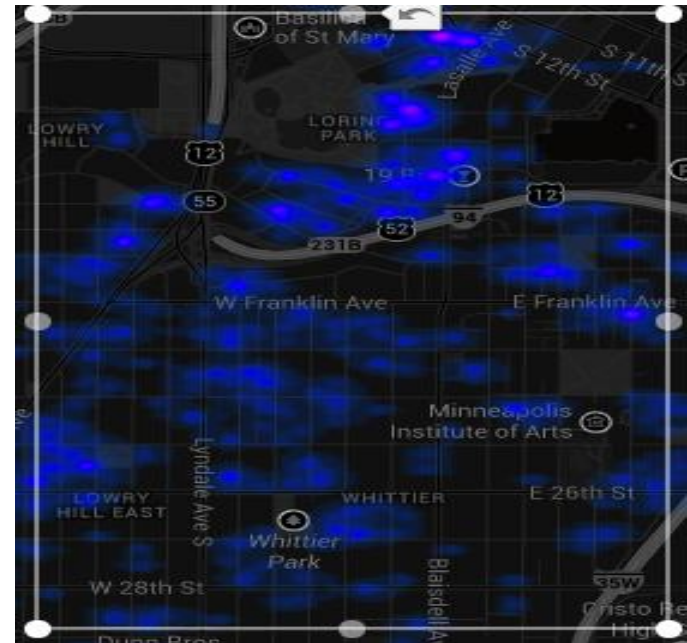
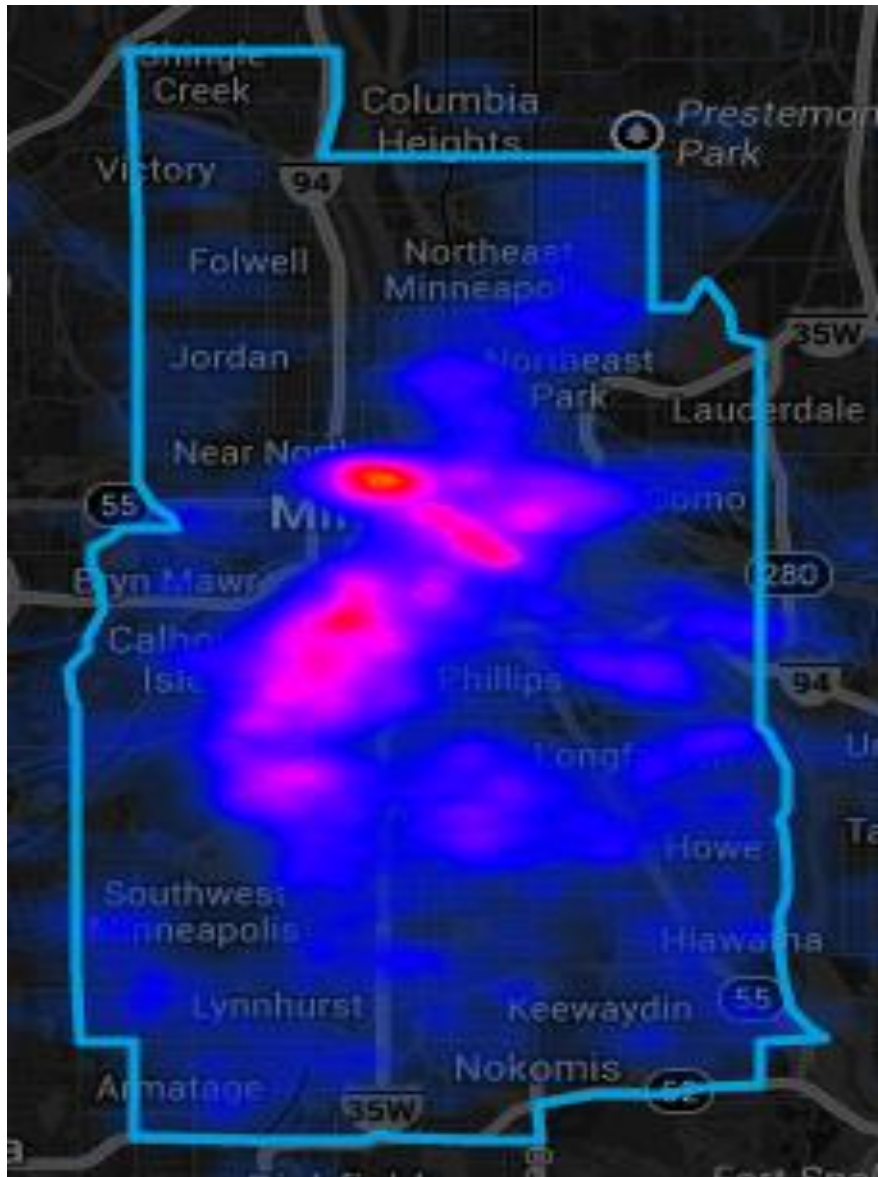
- Average number of members per zip code in Minneapolis is 183.

<u>Zip Code</u>	<u>Members</u>
55401	330
55402	19
55403	302
55404	220
55405	259
55406	415
55407	362
55408	382
55409	132
55410	131
55411	71
55412	62
55413	197
55414	330
55415	87
55416	99
55417	161
55418	218
55419	196
55454	35
55455	16
55458	3
Others	1225



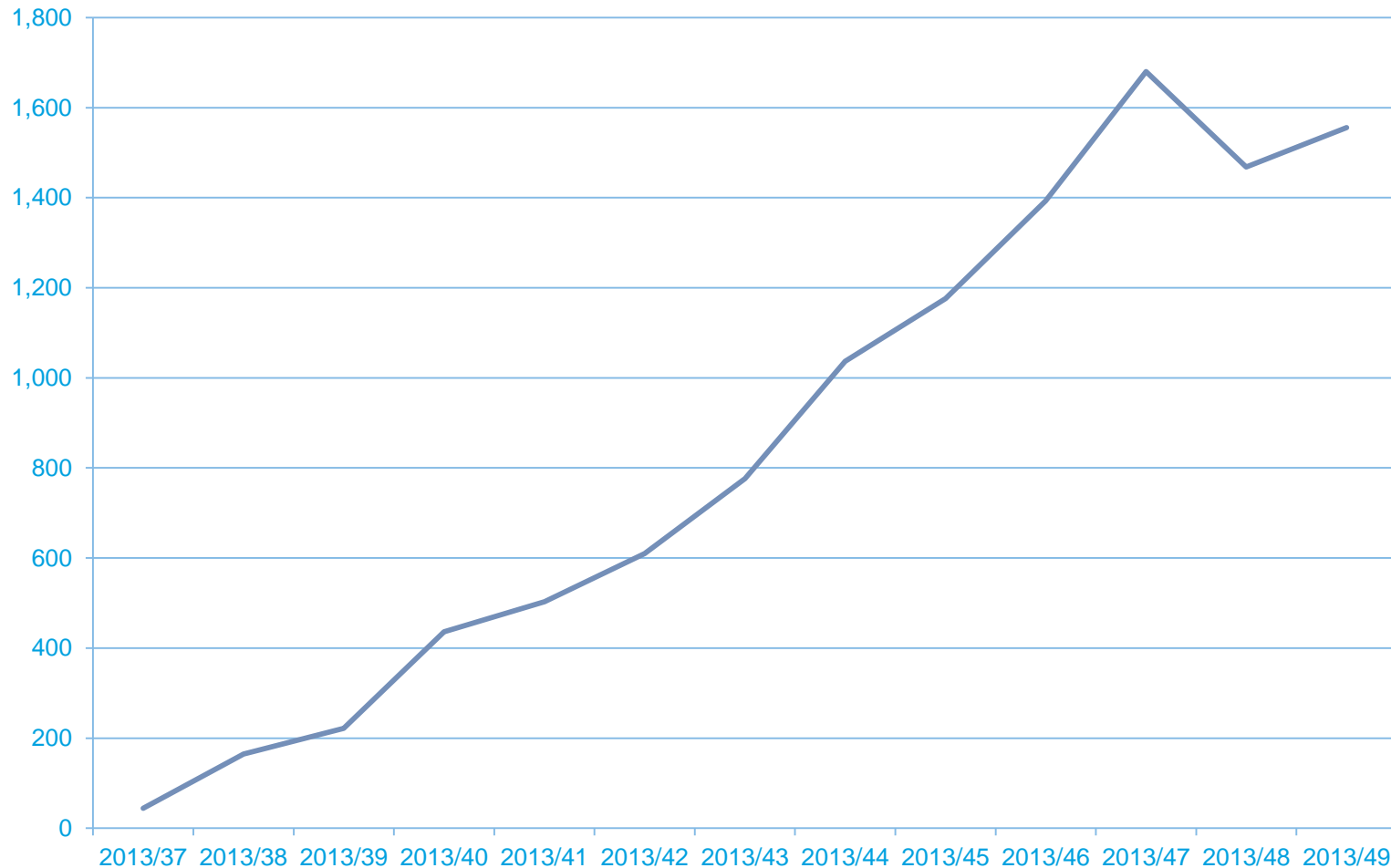


# Member Distribution Map



# Rentals per Week

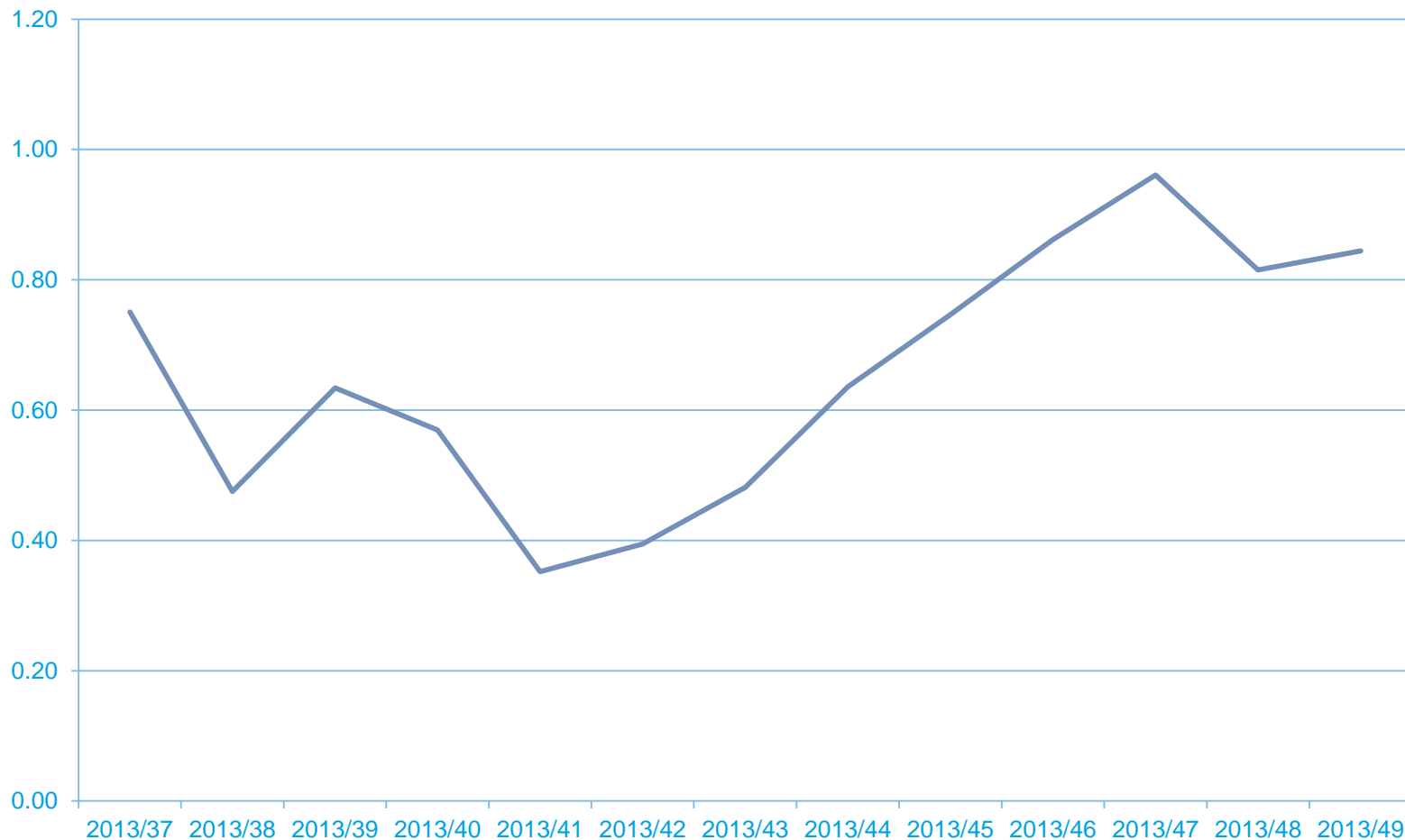
- Average growth in rentals week-over-week is strong at 25%.





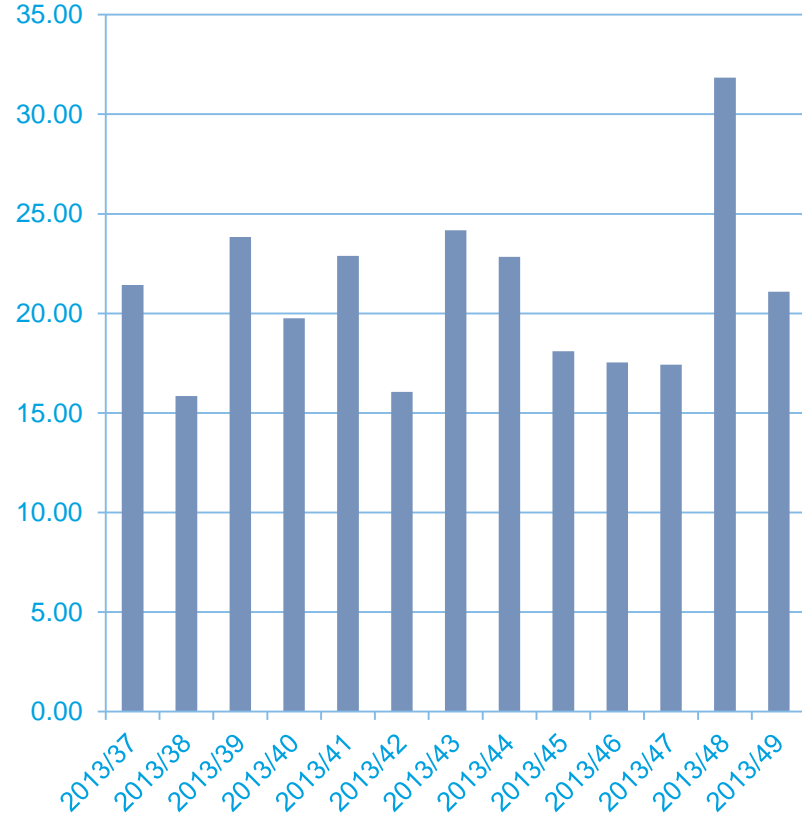
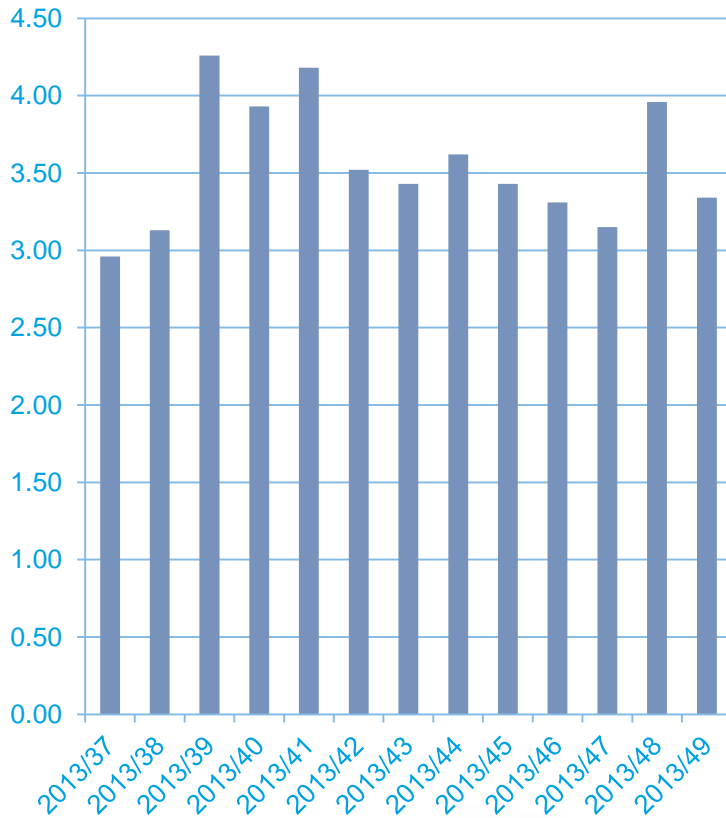
# Average Rentals per Car

- Average rentals per car per day is near 1. This is on pace with our experience in other markets at this stage in development.



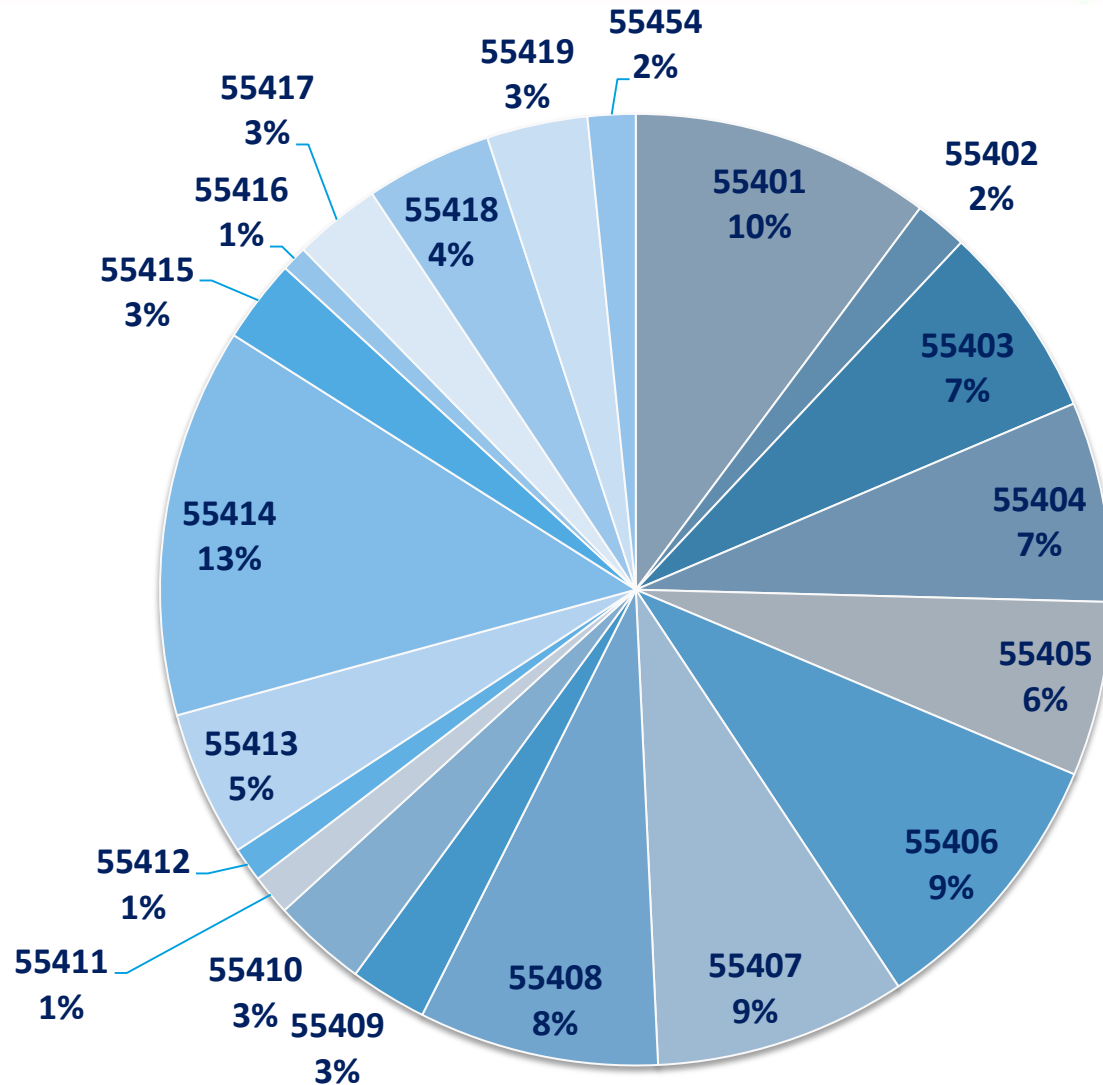
# Mileage/Minutes per Trip

- Average miles driven per trip is 3.56, on-par with cities like D.C. and Seattle.
- Average minutes per trip is 20.99.
- With majority of trips being shorter distances, clear members already understand the raison d'être of point-to-point car sharing.



# Trip Starts by Zip Code

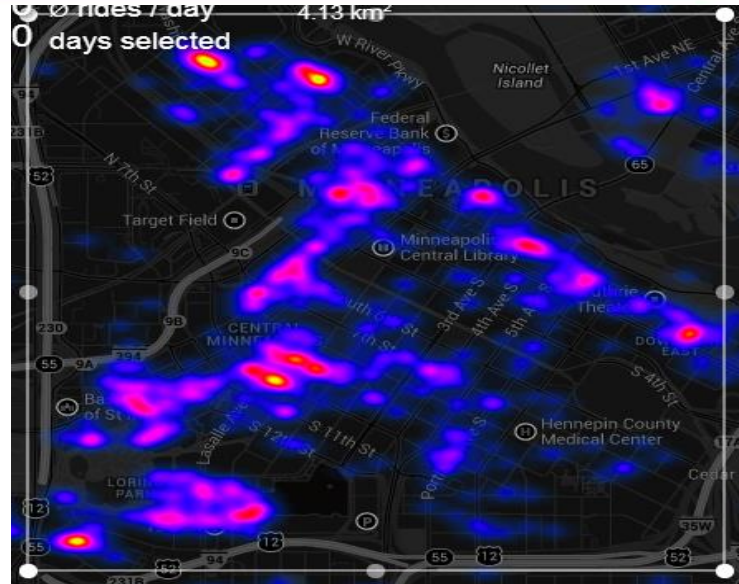
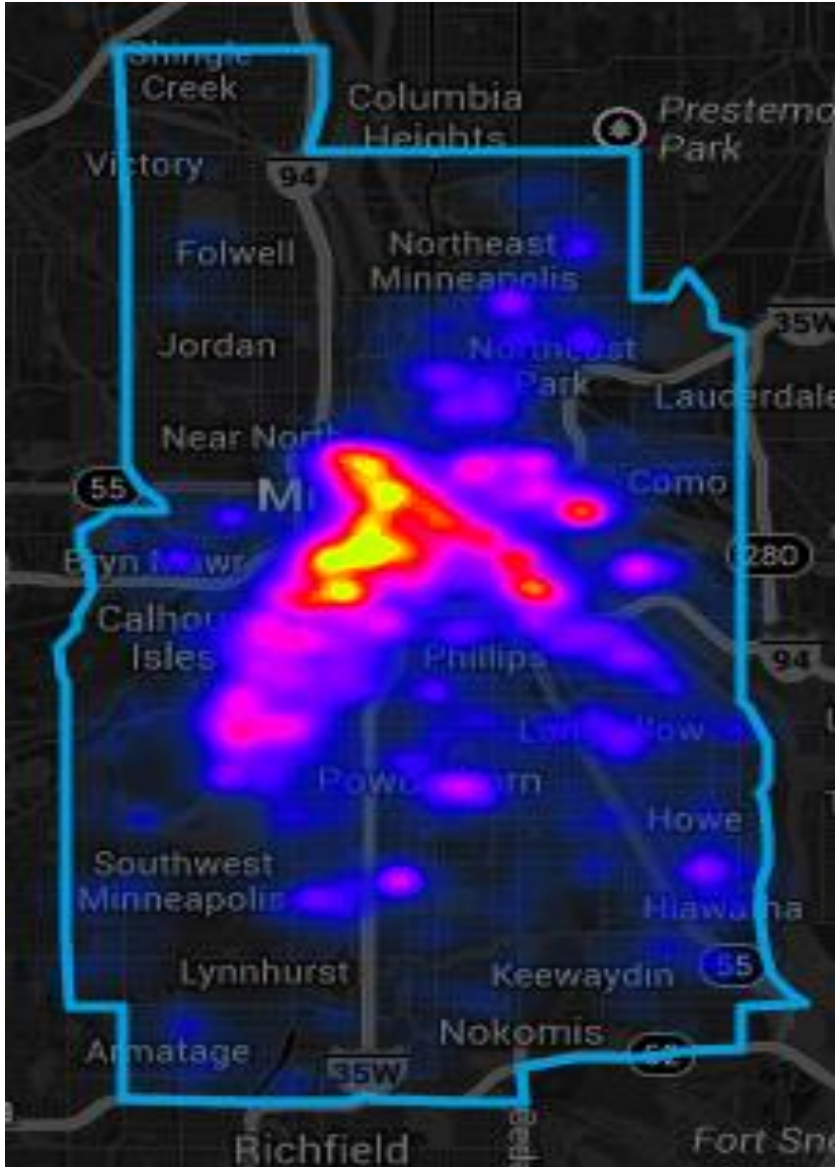
<u>Zip Code</u>	<u>Starts</u>
55401	1562
55402	275
55403	1015
55404	1043
55405	909
55406	1433
55407	1312
55408	1250
55409	402
55410	490
55411	212
55412	180
55413	760
55414	2029
55415	434
55416	133
55417	455
55418	659
55419	525
55454	249



- Excludes zip codes with less than 100 or 1% of total trip starts.

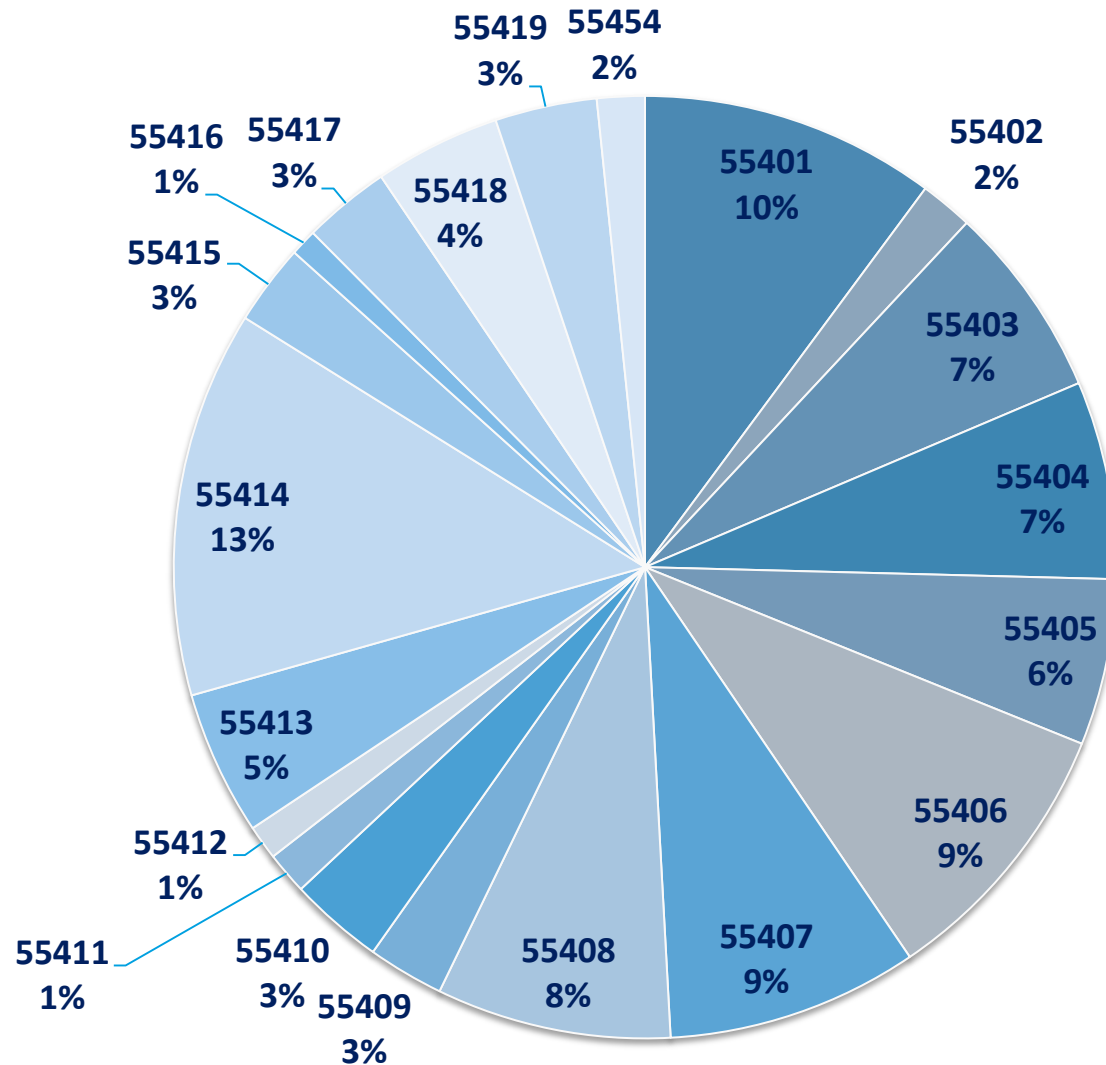


# Trip Starts Map



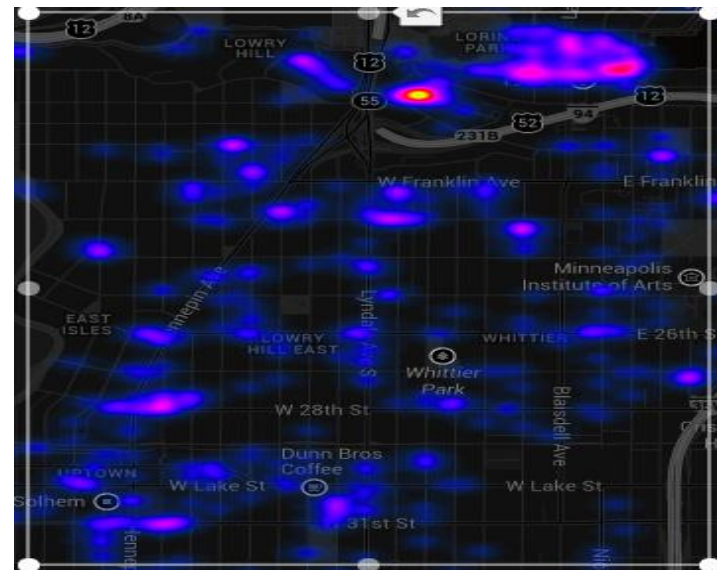
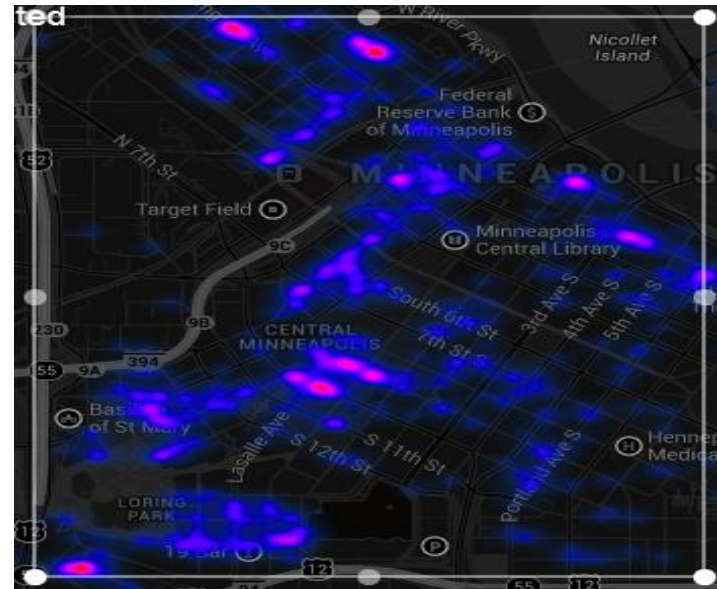
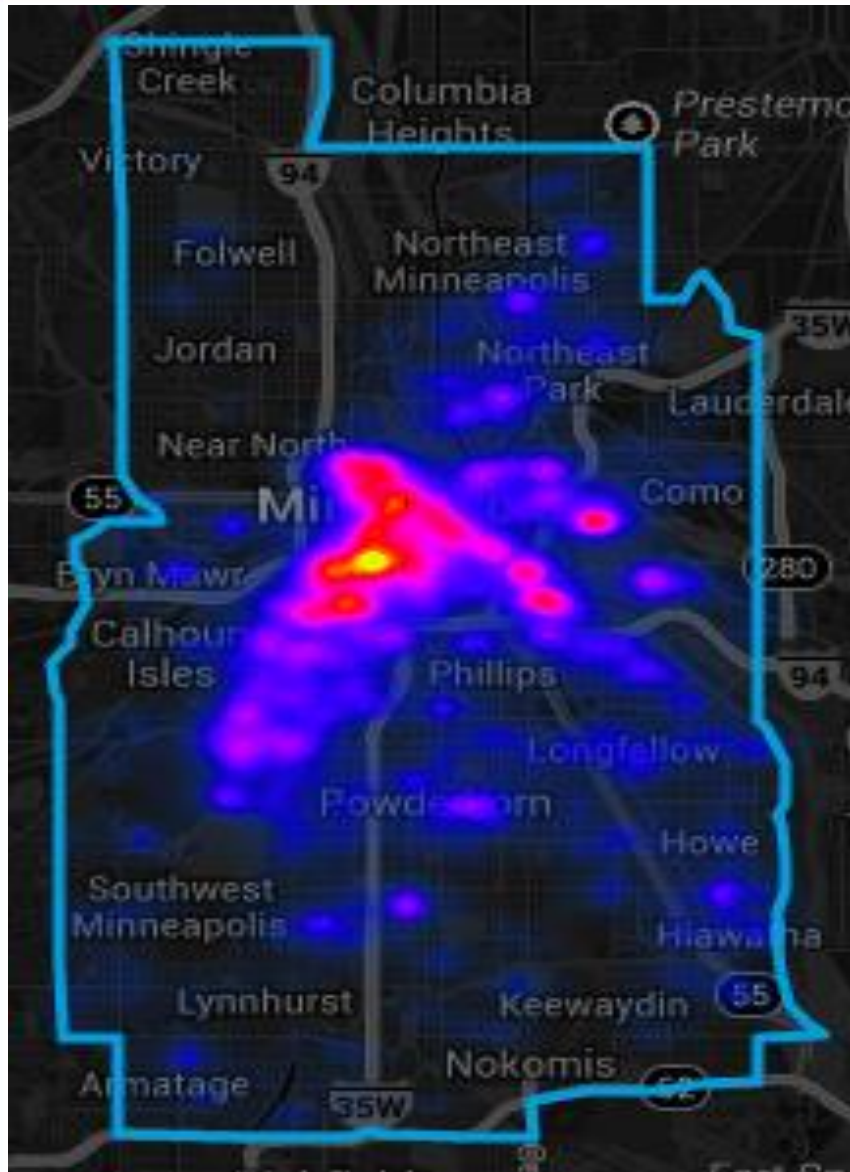
# Trip Ends by Zip Code

<u>Zip Code</u>	<u>Ends</u>
55401	1568
55402	281
55403	1028
55404	1050
55405	882
55406	1451
55407	1334
55408	1244
55409	404
55410	500
55411	224
55412	182
55413	766
55414	2049
55415	428
55416	141
55417	462
55418	669
55419	540
55454	253



- Excludes zip codes with less than 100 or 1% of total trip starts.

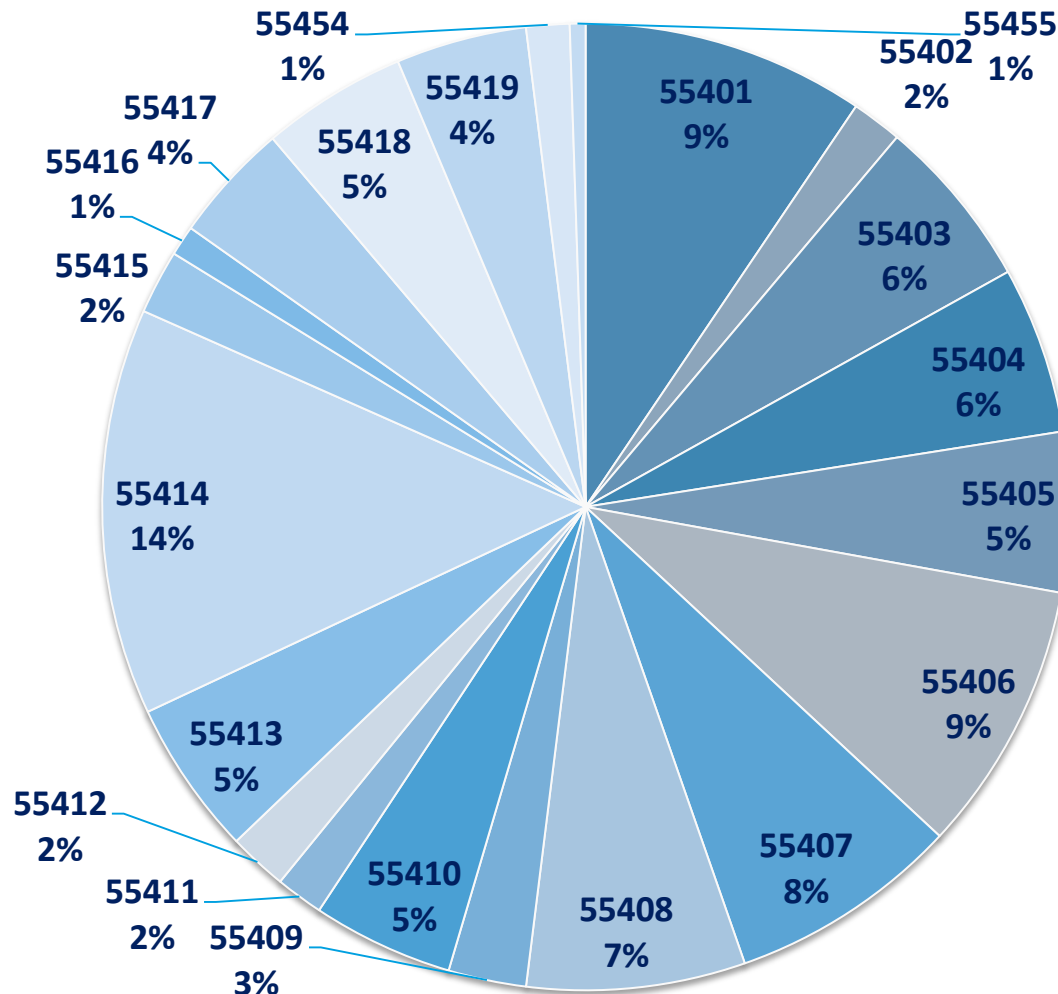
# Trip Ends Map





# Miles Driven From Zip Code

<u>Zip Code</u>	<u>Miles</u>
55401	5588
55402	999
55403	3414
55404	3300
55405	3160
55406	5363
55407	4574
55408	4321
55409	1540
55410	2790
55411	941
55412	1161
55413	3065
55414	8041
55415	1266
55416	595
55417	2368
55418	2875
55419	2585
55454	855
55455	310



# Moving Forward



- Continue to work with City of Minneapolis and the Public Works Department to build on all of the successes we have seen and make Minneapolis our most successful U.S. location.
- In-fleet additional vehicles, allowing us to serve additional potential and existing members.



# Thanks! Questions?

